

## NORTHERN COLORADO'S SIGNATURE EVENT

### Participation Data

Date: July 2013

#### ***Expected Attendance***

33,000 residents from Longmont and surrounding Front Range cities

#### ***Demographics***

75% of attendance between the ages of 23 and 51

#### ***Target Audience***

Primarily targeted towards families with children, but includes activities for all ages

#### ***Food & Beverage Sales***

15 local restaurants & beverage vendors provide "Restaurant Row"

#### ***Publicity***

Print, radio and electronic advertising covering Longmont and surrounding areas

#### ***Main Attractions***

Discovery District, Acts @ the Amphitheatre, Restaurant Row, 5K River Run/Walk, Prairie Pancake Breakfast, Duck Race, World Market, Studio Tour Store, Kid's Day Out

#### ***Other Special Attractions***

Police & Safety Zone, Fishing Education Clinic, Recycling Education, and Environmental Education

#### ***Community Helpers***

City of Longmont, Community Citizen volunteers, Longmont Sister Cities Association, Longmont Emergency Unit, Meals on Wheels, and local service clubs

#### ***Past Sponsors***

Channel 9 News, Kool 105 FM, Amgen, Comcast, Impressions Marketing, First National Bank of Colorado, Daily Times-Call, Eco-cycle, Seagate Technologies, The Egg & I, Home Depot

[www.ci.longmont.co.us/rotr](http://www.ci.longmont.co.us/rotr)



NORTHERN COLORADO'S  
*Signature Event*

To learn how your company can participate in this spectacular annual event, please contact Sue Jacobson at 303-774-4757 or via email at [sue.jacobson@ci.longmont.co.us](mailto:sue.jacobson@ci.longmont.co.us)



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# RHYTHM ON THE RIVER

## Sponsor Ownership Menu

One of the important aspects of participating in **Rhythm on the River** is that you, as a sponsor, feel ownership in this event. Just as a corporate image identifies the corporation, **Rhythm on the River** identifies the Longmont Community and our ethical commitment to the environment and our citizens. Your dedication and contributions directly affect that image and, in return, you receive the inherent joy of giving and the following material benefits.

### *Platinum Note Sponsors 1 & 2 (\$5,000)*

- Event Guide presence with logo
- Logo in newspaper advertising
- Radio mentions
- On-site presence (signage at entrances and stage)
- Sponsor booth available with prominent location
- Logo on : event information poster, volunteer shirt, priority spot in guide, other major print media supplements
- City of Longmont's web site – Logo on the **Rhythm on the River** page
- **Rhythm on the River** newsletter mention
- City of Longmont Summer Recreation Brochure mention

### *Golden Note Sponsors (\$2,500)*

- Event Guide presence with logo
- City of Longmont's Summer Recreation Brochure mention
- Newspaper advertising mention
- On-site presence (signage at entrances)
- Sponsor booth available with prominent location
- **Rhythm on the River** newsletter mention
- Logo on: event informational poster, volunteer shirt
- City of Longmont's web site – Logo on the **Rhythm on the River** page

### *Silver Note Sponsors (\$1,000)*

- Event Guide presence with company name mention
- On-site presence (signage at the entrances)
- Sponsor booth available
- City of Longmont's web site – **Rhythm on the River** page mention
- Name on event information poster and volunteer shirt

### *Bronze Note Sponsors (\$500)*

- Event Guide mention
- Sponsor booth available
- City of Longmont's Web Site – **Rhythm on the River** page mention

## Maximize Your Benefits

**Rhythm on the River** is promoted in other ways and we strongly encourage utilizing the sponsor booth to help showcase your company. Get your staff involved in a great volunteer effort and continue building goodwill within the community!